



COMMUNITY WORKSHOP #1

ISSUE IDENTIFICATION AND VISIONING

January 28, 2016



C ★ E ★ R ★ E ★ S
**GENERAL
PLAN UPDATE**

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I Introduction

In the summer of 2015, the City of Ceres embarked on an exciting multi-year project to update its General Plan, which was adopted in 1997. The General Plan update provides a unique and important opportunity for community members to participate in guiding the city's future. The updated General Plan will articulate a long-term vision for Ceres and outline policies and programs to realize this vision. For more information on the General Plan Update process, please visit: www.CeresGeneralPlanUpdate.com.

A variety of outreach activities have been completed or are underway to ensure that the General Plan Update reflects the community's most important values and priorities. The initial phase of outreach includes stakeholder interviews, a community workshop, a community-wide survey and newsletter, and the General Plan 2035 project website. Concurrent with community outreach, the consultant team is researching existing conditions to prepare a Map Atlas on key planning issues.

This report summarizes input from the first community workshop, which focused on exploring community members' visions for the future of Ceres and major issues related to various aspects of life in Ceres. This summary report, along with analysis of the other community feedback and the Map Atlas will serve as a valuable reference to guide the City staff, the Planning Commission, the City Council, the consultant team, and others, in formulating land use and transportation alternatives and the policy framework for the updated General Plan.

1.1 Workshop Format and Organization

The first community workshop was held on January 28, 2016 from 6:00 to 8:00 p.m. at the Ceres Community Center. The objectives of the workshop was to:

- Explore community members' perspectives on the long-range vision for Ceres;
- Obtain input from community members on potential planning issues to be addressed during the General Plan Update;
- Identify common visions and themes for Ceres; and
- Provide a discussion forum where all attendees could participate and be heard.

Around 55 community members, as well as members of the City Council and Planning Commission, attended the workshop. The City provided Spanish language assistance, which several participants used. Some small group discussion was conducted in Spanish—the transcriptions and translations are provided in Appendices B and E. The workshop agenda is summarized below and included as Appendix A.

WARM-UP ACTIVITY

As participants signed in and found seats, they were asked to respond to two questions, which were written on large easels: “What do you like most about Ceres?” and “What needs to be improved the most?” Each participant received two “post-it” notes each, on which to write and post their responses. A transcription of the responses is provided in Appendix B.



WELCOME AND INTRODUCTION

The workshop began with a welcome from Ceres Director of Community Development Tom Westbrook. Consulting planner Sophie Martin followed with an introductory presentation on the purpose, scope, and schedule of the General Plan Update. The slides from the presentation are included in Appendix C.

ACTIVITY #1 – VISIONING EXERCISE

Participants sat in small groups of approximately six to eight around eight tables. Participants were told that a reporter has visited Ceres in the year 2035 to write a cover story on the City’s extraordinary accomplishments and were asked to write and illustrate what they thought the headline would be using mock covers for a “special edition” of a magazine provided at each table. Participants shared their covers and their visions with their small group, and then a representative from each table reported out the main themes and highlights to all of the workshop participants. Appendix D provides a sample of these imagined covers and Appendix E includes a transcription of all of the covers with notes from the report-outs and written comments provided by participants.

ACTIVITY #2 – EXPLORE THE ISSUES

Participants at each table were asked to reflect on and share different aspects of their experience in Ceres to uncover assets, opportunities and challenges to consider during the planning process. Facilitators at each table guided the conversation using two poster boards, each with a framework listing different topics, such as mobility and housing. Facilitators sought to ensure that everyone at the table was heard and recorded comments on the poster boards. As with Activity #1, a representative from each group reported to the audience at large on the themes from their small group discussion. Comments from each table are given in Appendix F.

WRAP-UP

Consulting planner Sophie Martin concluded the workshop, notified the group of an upcoming community-wide mail-in survey, and invited participants to fill out a quick feedback form. Most of the written comments received were about the workshop itself, however some written comments were about issues related to the General Plan Update and are included in Appendix G.



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2 Vision and Planning Issues

Themes and highlights of each activity and the report-outs from each small-group activity are summarized below. It is important to note that although all community members of Ceres were invited to attend, the participants in attendance may not have been fully representative of the city's population. As the General Plan Update process continues, members of the Ceres community will continue to be invited to participate in additional workshops and through other means.

2.1 Warm-up Activity

The warm-up exercise was aimed at uncovering what people like most about Ceres and what they think most needs to be improved. All of the responses are listed in Appendix B and summarized below.

WHAT DO YOU LIKE MOST ABOUT CERES?

Small-Town and Neighborly Character: More than one third of the comments expressed appreciation for the small-town character of Ceres, either by explicitly commenting on its small-town feeling (18 of the 46 comments) or appreciating its neighborhoods or its agricultural setting. For example, participants responded that they like that Ceres is “small and compact and welcoming” and has a “hometown feel.” One comment referred to the “cozy Downtown,” another referenced the participant’s particular neighborhood, which suggests an appreciation for the character of Ceres, and a few comments referred to the surrounding farmland.

Schools, Community Activities, and Recreation Facilities: Thirteen of the 46 comments referenced the Ceres Unified School District, community activities, or recreation facilities. For example, one participant wrote: “I really like our Unified School District and the fact that they take into consideration our opinions.” A few comments referenced different activities and recreational facilities including the soccer fields.

People and Public Safety: Seven comments referred to the people of Ceres and four were about public safety. For example, one comment reads: “I like that I feel safe.” As part of the “people,” City staff and leaders were appreciated. Otherwise, comments were about “the people” generally.

Location and Economic Development: Five comments were about the location of Ceres, commerce, and economic development. For example, one comment referenced the “opportunity for economic development along Highway 99.”



WHAT NEEDS TO BE IMPROVED THE MOST?

Safety, Social Connection, Aesthetics: Seventeen of the 66 comments about what needs to be improved the most in Ceres had to do with public safety, social connection, and aesthetics or upkeep of property. In terms of safety, participants described drug use and violence as concerns. Comments regarding social connection were both about more formal issues such as communication between City leaders and the public as well as informal issues such as having block parties. Five comments were about litter and properties in disrepair.

Restaurants, Healthier Food, and Retail Options: Fifteen of the 66 comments were about the need for more restaurant options, the surplus of fast food restaurants, and the need for more retail including grocery stores and higher-quality retail.

Transportation: Eleven comments were generally about transportation, but they varied in focus. A handful focused on improving safety for walking and bicycling and some expressed the need for improving lighting. Otherwise, comments were about reducing truck traffic, improving public transportation connections, and other general transportation issues.

Parks & Youth Activities: Eight of the comments were on the topic of recreational opportunities, especially for youth. This included comments desiring both more green outdoor spaces and more indoor spaces for recreation, as well walkways and bikeways.

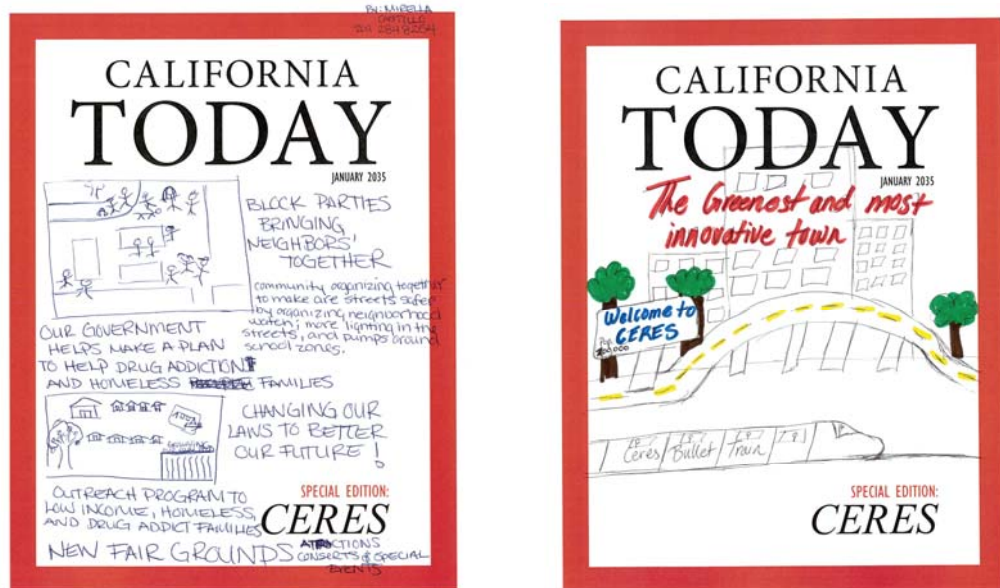
Downtown: Seven of the comments were about improving Downtown. Some included specific recommendations, such as having unique shops and mixed-use buildings.

Economic Development: Five comments were regarding economic development, such as suggestions to increase the number of “industrial sites” and transform Ceres into a “destination point.”

Growth & Farmland Protection: Four comments were about limiting growth or protecting farmland. For example, one comment read: “I do not like taking up good farm land for the city.”

2.2 Activity #1: Visioning Exercise

After the warm-up activity, workshop participants sat at eight small-group tables to listen to the welcome and introduction. Then, participants were given blank magazine covers for a hypothetical special issue celebrating Ceres in the year 2035, and they were asked to illustrate or write the headline. This activity was intended to encourage participants to envision the best possible future for Ceres. Each participant shared their headline within their small group, and a representative from each table shared the highlights with all of the workshop participants. Some groups combined the common ideas to come up with a single “group headline,” others shared various themes or headlines from group members. A summary of the main themes of the headlines is provided below. Two sample magazine covers are shown below and more are provided in Appendix D, and a transcription of all the headlines and notes from the report-outs are in Appendix E.



- **Economy & Tourism:** The most common visions for the future of Ceres focused on the economy, including tourism, jobs, and new retail in Ceres. One small group emphasized using “Mixed-Use” zoning, including entertainment such as a movie theatre, to encourage development Downtown. Some headlines included:
 - “Break your highway trip with a recharged break”
 - “Jobs for those who want to work”
 - “New Power Shopping Center Opens in Ceres”
- **Healthy & Green City:** Several of the headlines described Ceres in 2035 as a healthy and green city with “green industry jobs,” clean air and water, tree cover, recreational facilities, and more. Some headlines included:

- “I would like to see the city of Ceres as a physically and mentally healthy community...”
 - “The Sustainability of Ceres as an Ag-Based City: How have we done? Water, air, roads?”
 - “Small California Town has the Most Vehicle Charging Stations per Capita”
- **Agriculture:** Some headlines were about the agricultural industry, its importance to the cultural identity of Ceres, and the balance between farmland protection and urban growth. Some headlines included:
 - “Ceres: A Quality City Solves Urban Sprawl Problems”
 - “Ceres: The Goddess of Agriculture
 - “Balances housing/commerce/open space/agriculture”
- **Family & Schools:** Another common topic was the high-quality education provided in Ceres and how it was a good place to raise a family. Headlines on this topic included:
 - “Ceres Schools Tech Pathways help create strong workforce”
 - “Ceres: A great place to raise a family”
 - “Safe for children, seniors, and everyone!”
- **Other:** Many headlines were written about other topics such as the unique identity of Ceres, industry, small-town character, transportation, the Downtown, and community activity.



2.3 Activity #2: Exploring the Issues

To explore current issues that relate to the General Plan Update, facilitators at each table asked participants to share aspects of their experience living in Ceres to uncover assets, opportunities and challenges to address in the General Plan Update. Facilitators asked participants to share their thoughts on different topics listed at each small group's table on large poster boards and shown below. As participants discussed their thoughts and experiences about the given topics, facilitators recorded participants' comments directly onto the poster board. One person from each table then

shared the key comments with the full workshop audience. The written comments from each table are included here as Appendix F. While representatives of each small group may have presented the group's most common or important ideas, a range of opinions was often expressed in the small group discussions and the notes try to capture the full range of opinions voiced.

	Things about Ceres that makes it easy	Things about Ceres that add challenge
Getting to and from work/school		
Maintain good health, through healthy foods, healthcare, and physical exercise		
Find employment or start a business		
Feel a sense of community & safety		
Find housing that suits my needs/ my family's needs		
Purchase goods and services		
Other		

GETTING TO & FROM WORK/SCHOOL

According to participants, the most common thing about Ceres that makes getting to and from work and school easy is the short distance between residences and destinations, including schools, workplaces, goods and services. For example, three groups noted that schools are located in neighborhoods and four groups noted the short distance between residences and other destinations. There were also some comments that offered a conflicting opinion, stating that the distances to jobs and shopping were too long and added challenge to mobility in Ceres. According to participants, other things that ease mobility include highway access, school and public buses, bike lanes, and well-maintained streets.



Although some small groups noted that overall traffic is not a problem in Ceres, there were several comments about traffic congestion particularly in specific intersections. In addition, five groups noted unsafe conditions for pedestrians and bicyclists. Other concerns included truck traffic, congestion during school pick-up and drop-off, and poor transit service.

MAINTAIN GOOD HEALTH THROUGH HEALTHY FOODS, HEALTHCARE, AND PHYSICAL EXERCISE

Almost all of the small groups discussed how the recreational facilities in Ceres help make it easier for residents to maintain good health. For example, the soccer fields, parks, and bike trails were all mentioned. In addition, particular programs and activities were noted, including nutrition classes provided by the Ceres Partnership for Healthy Communities. In addition, relatively easy access to farm-fresh food was noted as making it easier to stay healthy, although it was also noted that this access is limited. For example, one group discussed their appreciation for the Farmers' Market and another mentioned that they wished the Market were open year-round.

All of the small groups discussed the lack of healthy food options. Comments described the excessive fast food and liquor stores, unhealthy food served at schools, and lack of healthy restaurants. Other things about Ceres identified as adding challenge to staying healthy include the expense and lack of advertising about activities at the Community Center, the disconnected trail network, and lack of medical services.

FIND EMPLOYMENT OR START A BUSINESS

Participants noted that vocational and job training programs such as Project YES and the Ceres School District's Tech Pathways help make it easier to find employment or start a business. However, other participants noted that the lack of training and jobs skills added challenge. Other things about Ceres that add challenge noted by participants included the basic lack of employment opportunities, including professional jobs, and regulations such as lengthy permit processes and the prohibition on mobile vending. In addition, the lack of adequate sites for development was discussed.



FEEL A SENSE OF COMMUNITY AND SAFETY

The overwhelming majority of comments about what makes it easier to feel a sense of community and safety in Ceres were about community service groups and public activities including the City's Christmas celebrations, the Family Resource Center at the Ceres Partnership for Healthy Children, and school events. Other topics included the heritage of Ceres, the police and fire departments, and neighborhood watch.

Comments on what adds challenge were mostly about safety, specifically about drug use and lack of street lighting. Some participants explained that the lack of community engagement from the City, the lack of culturally appropriate community events, and the lack of cohesion were challenging. In addition, participants emphasized the need for a safe place for teenagers to socialize and recreate.

FIND HOUSING THAT SUITS MY NEEDS / MY FAMILY'S NEEDS

Participants stated that they liked that housing is usually located near schools and that it is affordable. Challenges to finding housing were mostly about lack of maintenance and product mix, including limited "move-up" and multi-family housing. In addition, at least three small groups noted were about needing more housing stock in general.

PURCHASE GOODS AND SERVICES

Participants noted a few things about Ceres that made it easy to purchase goods and services, such as the low cost of goods. However, there were many more comments about things that add challenge. Most of these comments were about the lack of retail options, including a lack of restaurants, boutique shops, clothing, entertainment, and healthy grocery stores.

2.4 Summary

Based on discussions from the three activities, some themes emerged about Ceres's assets and challenges that participants generally agreed on. For example, there seemed to be agreement amongst the participants about the need for more restaurants and retail options. In addition, there was general support for the School District and a vision for a healthier, greener city. And, although there was some appreciation for the Downtown, there was a greater sentiment that it needs improvement.

Other themes emerged that were more nuanced. Many participants referenced liking the small-town feeling of Ceres and being proud of its agricultural heritage. However, there was also support for more jobs and housing and retail development. Many participants appreciated the recreational fields in Ceres, but some felt more facilities with indoor and outdoor spaces for youth were needed. Similarly, many participants identified Ceres's community activities as a strength, but others expressed that the activities were not accessible or were not culturally representative of the population. And, a few participants appreciated that the schools are located in neighborhoods within walking distance of homes, but there were also comments about the dangerous intersections and walking conditions around schools.

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Appendix A:

Workshop Agenda



CERES GENERAL PLAN UPDATE

COMMUNITY WORKSHOP #I

January 28, 2016, 6:00 – 8:00 pm
Ceres Community Center
2701 4th Street, Ceres

Workshop Objectives

- Explore community members' perspectives on the long-range vision for Ceres.
- Obtain input from community members on potential planning issues to be addressed during the General Plan Update.
- Identify common visions and themes for Ceres.
- Provide a discussion forum where all attendees can participate and be heard.

Workshop Agenda

1. Welcome and Introduction
2. Project Background and Process
3. Activity #1: Visioning Exercise
 - Exercise: Imagine a major magazine is doing a cover story on Ceres in 2035. What headline will they write?
4. Activity #2: Exploring the Issues
 - Share and discuss your experience in Ceres relating to:
 - i. Mobility
 - ii. Health
 - iii. Employment
 - iv. Community & Safety
 - v. Housing
 - vi. Business
 - vii. Other
5. Wrap-Up and Next Steps

Thank you for your participation!

Please visit the project website for more information: www.CeresGeneralPlanUpdate.com

Appendix B:

Comments from Warm-Up Activity

WHAT DO YOU LIKE MOST ABOUT CERES?

- Ceres school district
- I like the small Ag. Town feeling
- I like the cozy downtown
- Small town character
- Small and compact and welcoming
- Creo que deberían arreglar el centro de la ciudad ya que está muy descuidado
[I think they should fix the city center as it is very neglected]
- The people
- Small town environment
- Keep it small
- Hometown feel
- Small town community feel
- Opportunity for economic development along Hwy 99
- Parks, soccer field, concerts in the park
- Stores, shops, restaurants, etc.
- Schools are in a close range area
- The new soccer fields
- People
- Unique identity
- Strong leadership
- Safe city
- School system
- Collectiveness
- Rural space and freedom
- Free tutoring
- \$20 yearly fee for boxing
- I really like our unified school district and the fact that they take into consideration our opinions
- I love my eastgate neighborhood
- Keep the conditions for approval periods moving along
- Keep a fun staff @ City office, doing well

- Small town feel
- Great public safety
- Great community events
- Me gusta pg siento segura la ciudad be vivido muy bien aquí en Ceres por 15 años
[I like it because I feel safe, I have lived well here in Ceres for 15 years]
- I like that I feel safe
- All the available schools and the community center
- The people
- The surrounding farmlands
- New soccer fields, improved baseball fields
- CUSD
- It is relatively small still
- My own farm
- Lots of new infrastructure improvement projects
- Location
- Enjoy the small town feel of Ceres
- Small community
- Has neighborhood schools within walking distance
- Good people

WHAT NEEDS TO BE IMPROVED?

- Needs restaurants that are not Mexican
- Improve the downtown area, aesthetics, and more joint use w/ parks and recreation
- Clean up our town!
- More enterprise zones
- Garbage, properties in disrepair, junk
- Apathy among residents
- Lack of restaurants/shopping
- More places for youth and children
- I do not like taking up good farm land for the city
- Better connections in the city for pedestrian and bicycle use
- Improve public transportation connections within the city
- Ceres needs to stop adding people

- Limit the growth
- DT corridor
- More industrial sites
- Many businesses are filthy on the outside and too many alcoholic/unhealthy shops in residential areas
- Work w/ businesses to improve health and safety, including reducing litter/blight, limiting alcoholic/fast food outlets, and encouraging stores to sell healthier products
- Partner with common groups and residents to support social connection and inclusion
- Move lights in the neighborhoods and more stores
- More restaurants
- Safer streets
- Better lighting
- Block parties
- More stop signs around schools
- Lack of street safety in some areas
- More shopping (i.e. chains, major grocery) keeping sales tax dollars in Ceres
- Provide community center that is accessible and offers safe opportunities for recreation and play as well as other community services
- No more fast food
- More police
- Communication
- Less drugs, gangs
- Ceres needs to stop adding people
- Housing and job opportunities
- Reduce truck traffic
- Public safety
- Mitchell Road
- Attract more sit-down restaurants
- Higher quality retail users on Hatch Rd/Hwy 99
- Que la mayoría de la Ciudad parece tranquila [*That most of the city feels calm/peaceful*]
- ACE train stop
- Unique downtown shops
- Mixed use buildings

- Variety of restaurants
- Balance of urban growth/retention
- We become a destination point
- Water quality
- Restaurant offerings
- violence decreased
- I think the roads could improve with lighting and better signs around CU High School
- We should make the activities in the community center more available by reducing prices or getting rid of them
- We need a variety of eateries, steak house!
- Improve green spaces and the urban tree canopy
- Improve safety for walking/biking through infrastructure improvements such as bike lanes, crosswalks, better street signals, etc.
- Community activities walkways for students, activities for kids
- Street lighting
- No more fast food
- Downtown
- Paint the town beautiful
- Better river access, walkways/bikes
- More choices in restaurants
- Downtown improvement
- Lo que no me gusta que hay lugares muy sucias faltan sema foros más alumbrado público más puentes, lugares para que las jóvenes practiquen deporte en el invierno

[What I don't like is that some places are very dirty; some traffic lights are needed; better lighting in public places; more bridges; places for children to play sports in the Winter]

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Appendix C:

Workshop Presentation



Ceres General Plan Update



Community Visioning Workshop
January 28, 2016

Agenda

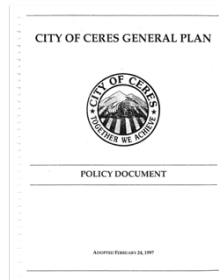
1. Welcome and Introduction
2. Project Background and Process
3. Activity #1: Visioning Exercise
4. Report on Activity #1
5. Activity #2: Exploring the Issues
6. Report on Activity #2
7. Wrap-Up

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What is a General Plan?

- “Constitution for local development”
- Long range (20+ years)
- Expresses a vision for the community’s future
- Outlines goals, objectives, and policies to achieve the vision



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Planning Area



Elements of a General Plan

State-Required	1997 Ceres General Plan	Proposed
Land Use	Land Use & Community Design	Land Use & Community Design
Circulation	Transportation & Circulation	Transportation & Circulation
Housing	Housing	Housing
Open Space	Agricultural & Natural Resources	Agricultural & Natural Resources
Conservation		
Noise	Health & Safety	Health & Safety
Safety		
	Public Facilities & Services	Public Facilities & Services
	Recreational & Cultural Resources	Recreational & Cultural Resources
	Administration & Implementation	Administration & Implementation
		Economic Development

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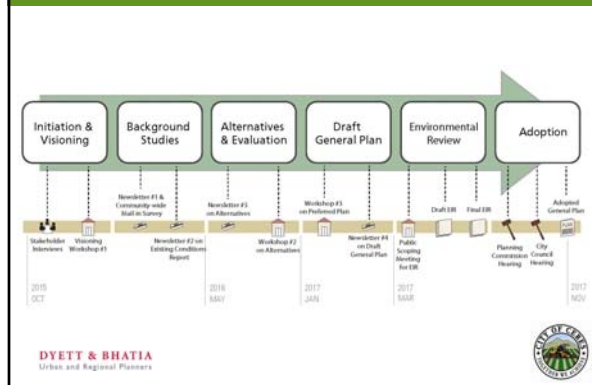
Project Outcomes

- General Plan
 - Goals, policies, and implementation actions
 - Required and optional elements
- Program-level Environmental Impact Report (EIR)
 - Fully assess and make public the environmental impacts of the General Plan as required by state law
 - “Self-mitigate” impacts through iterative revision of the General Plan

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Schedule of the Project



Tonight: Activity #1

Visioning Exercise

- Imagine a major magazine is doing a cover story on Ceres in 2035. What headline will they write?
- Draw/write the headline
- Discuss your vision with your small group
- Identify themes
- Prepare to report-out



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Ground Rules for Small Groups

- Speak one at a time
- Listen for understanding
- Suspend snap judgments
- Be conscious of time – keep comments concise, avoid repetition
- Each member of the group is equal, all comments matter
- Participate!

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Report on Activity #1

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Tonight: Activity #2

Explore the Issues

- Discuss your current experience in Ceres relating to:
 - Mobility
 - Health
 - Employment
 - Community & Safety
 - Housing
 - Business
 - Other
- Identify themes
- Prepare to report-out

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Report on Activity 2

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Upcoming Opportunities to Get Involved

Next: Community-Wide Mail-In Survey, February 2016

CeresGeneralPlanUpdate.com

Check the website for more!

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THANK YOU

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Appendix D:

Activity #1 – Sample of Magazine Covers

CALIFORNIA TODAY

JANUARY 2035

Faith Home Bridge
Finished. New Hatch Rd
Commercial Shopping
Center Open.

SPECIAL EDITION:
CERES

CALIFORNIA TODAY

JANUARY 2035

CERES IS EXPANDING,
ELEVATING, AND REACHING
NEW INDUSTRIAL HEIGHTS

SPECIAL EDITION:
CERES

CALIFORNIA TODAY

JANUARY 2035

NEW POWER
SHOPPING CENTER
OPENS IN
CERES

SPECIAL EDITION:
CERES

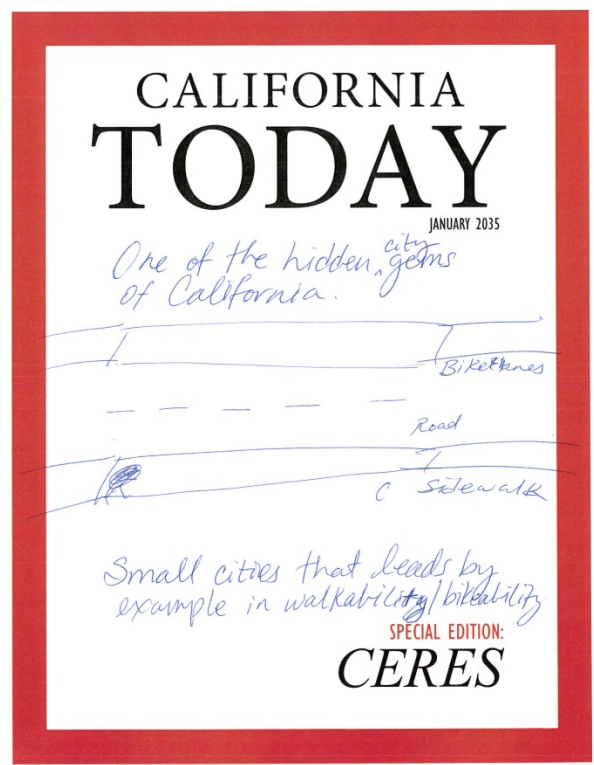
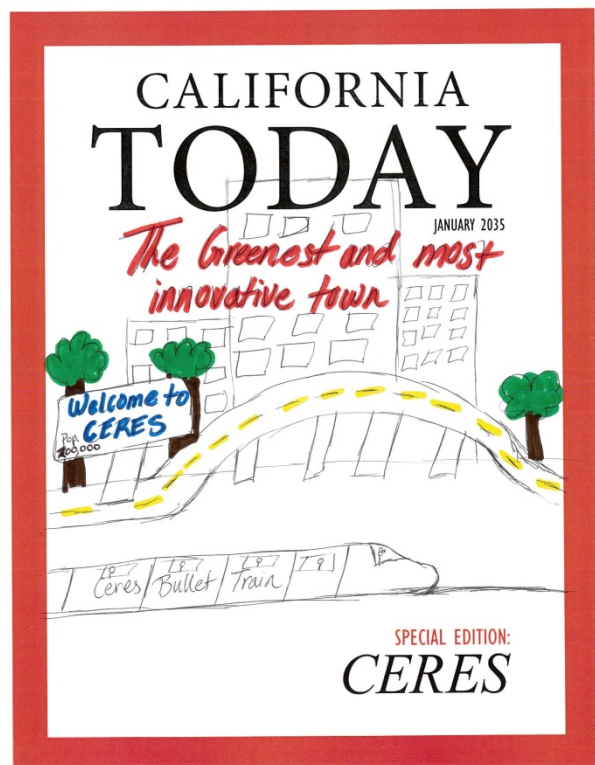
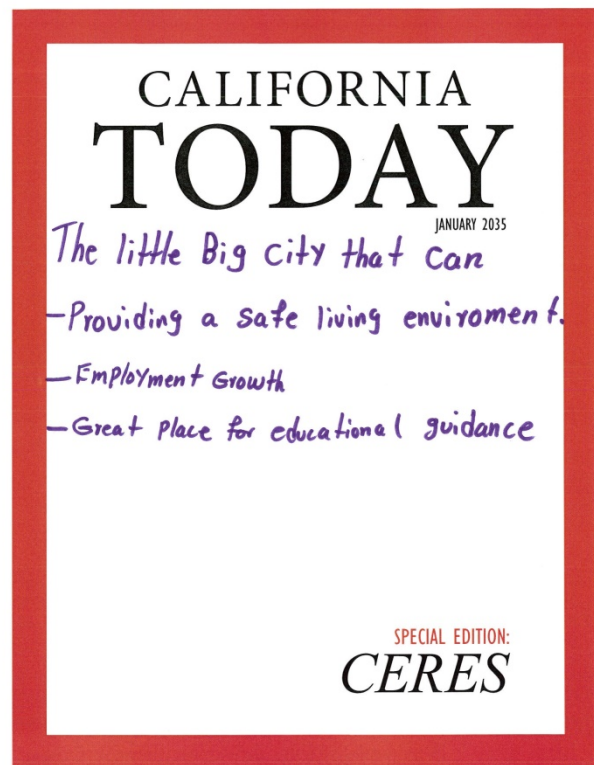
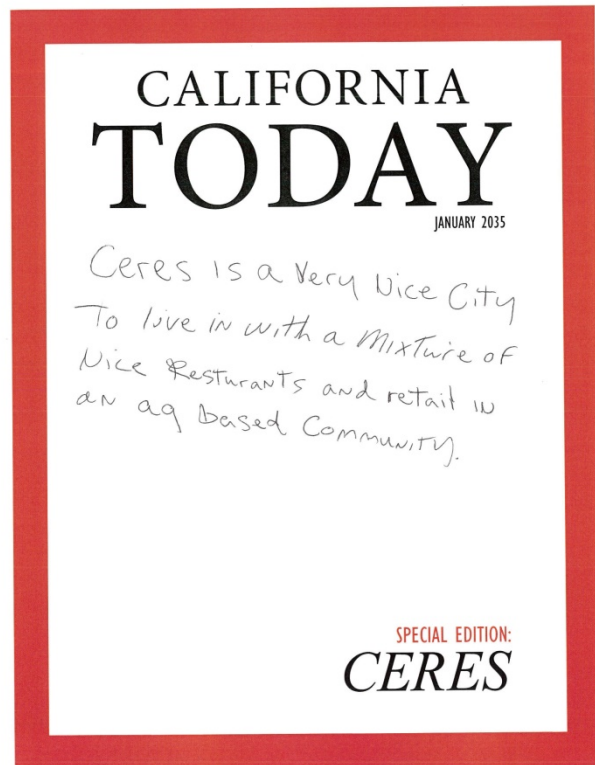
CALIFORNIA TODAY

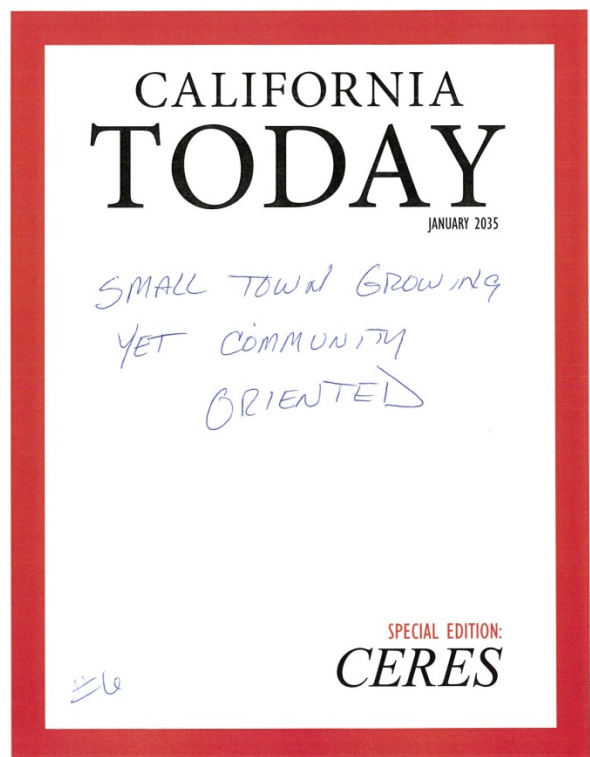
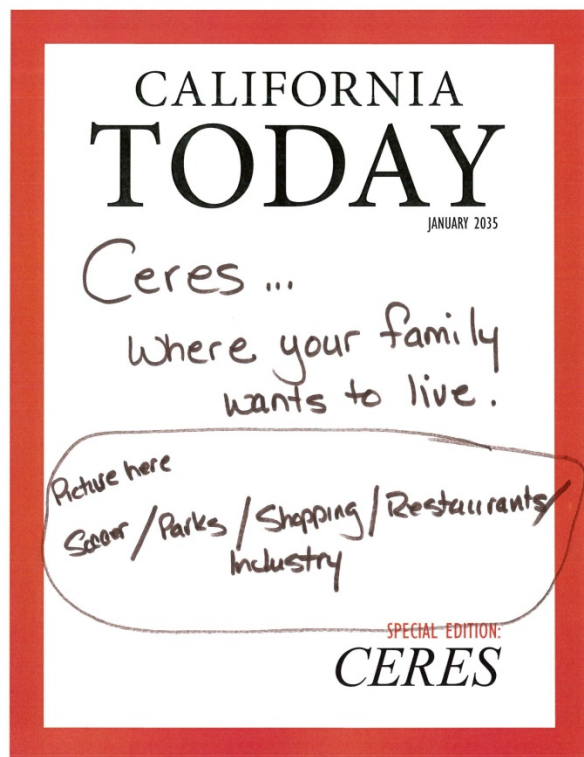
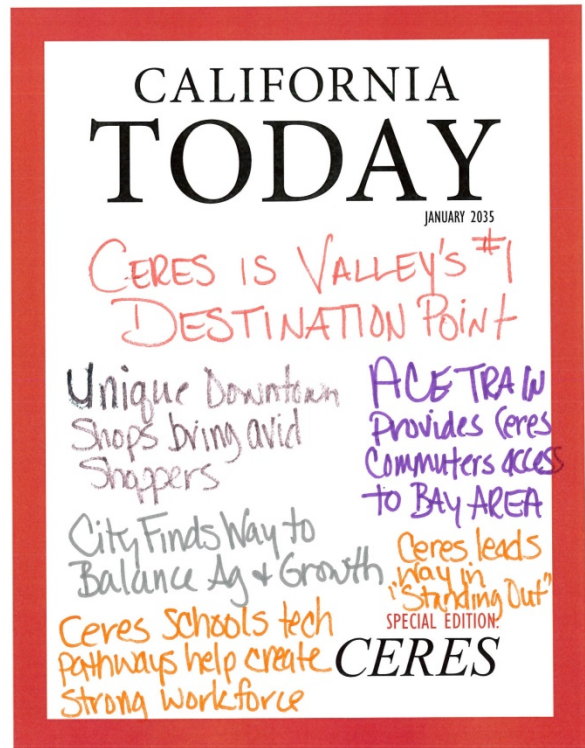
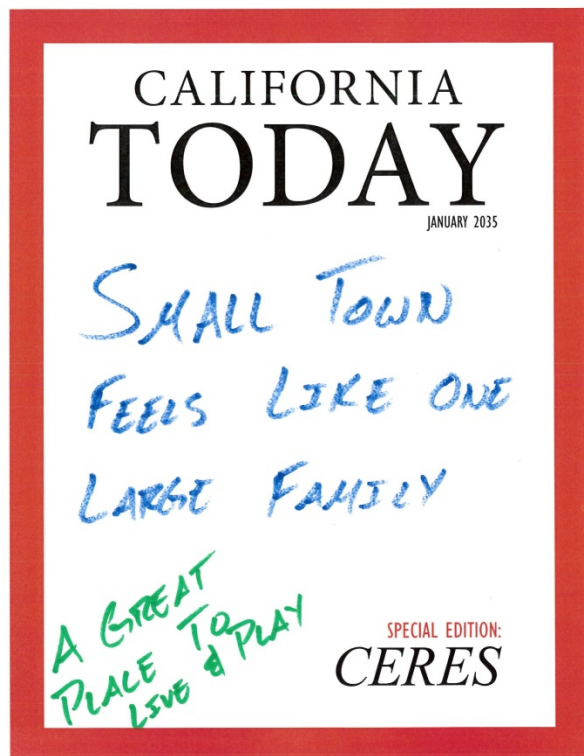
JANUARY 2035

Ceres
Agriculture
&
Balanced Livings
IN THE
Central Valley

SPECIAL EDITION:

CERES





Appendix E:

**Transcription of Magazine Covers and
Related Discussion**

Table I Magazine Covers

- Ceres, CA: Industrial Hub of Central Valley
- Central Valley Town able to retain a small-town feel
- Quality Town USA – Goddess of Agriculture
 - Farmers Market balance mixed use industry
 - Clean air, clean water
 - Know your neighbors
 - Excellent public transportation – ACE
 - Excellent educations and training schools
 - Jobs for those who want to work
 - Safe for children, and seniors, everyone!
 - Downtown a walk destination
 - Visit its downtown
 - Services for Vets!
 - Break your highway trip with a recharged break
 - River bluff – lower level grass amphitheater (concerts, etc.)
- Highly rate schools, balanced industrial/agriculture/mix use
 - Improved air and water
 - Excellent public transportation, bike, and walking paths
- Ceres is Valley’s Destination Point
 - Unique Downtown shops bring avid shoppers
 - City finds way to balance agriculture and growth
 - Ceres schools tech pathways help create strong workforce
 - ACE train provides Ceres commuters access to Bay Area
 - Ceres leads way in ‘standing out’
- Ceres: A Quality City Solves Urban Sprawl Problems
 - Balances housing/commerce/open space/agriculture
- Crime Rate Up, Water table down, school enrollment up, school achievement down, Ag disappeared

Additional Notes from the Small Group Report-Outs

- Jobs – attraction
- Business

- Infrastructure
- Job creation friendly tax structure
- Direct growth to poorer soils
- Cultural identity—"Goddess of Agriculture"
- ACE train station
- Unique downtown shops
- Highly rated schools
- Quality town USA
- Mixed use opportunities- not only residential, office and retail, but also entertainment (ie movie theatre)
- Solution to transportation challenges—funnel truck traffic
- Industrial land use flexibility
- Balanced growth agriculture/industry/commercial
- Redevelopment of old commercial corridors
- Destination point between Turlock/Modesto

Table 2 Magazine Covers

- New Warehouses on Service Road
- Faith Home Bridge Finished. New Hatch Rd Commercial Shopping Center Open.
- Strong community service groups in Ceres: Lions Club celebrates 88 years of club history
- Ceres: Fastest Growing Economy in the Central Valley
- The Sustainability of Ceres as an Ag Based City. How have we done? Water, Air, Roads?
- Booming Ag in Ceres
- Small California Town Has the Most Vehicle Charging Stations per Capita
- Ceres—Community living, Country Feeling, Best Schools, Low Crime

Additional Notes from the Small Group Report-Outs

- Ceres – Small town
- A booming economy
 - Heavy in the Ag industry
- The sustainability of Ceres as an Ag-based city
 - Low crime

Table 3 Magazine Covers

- Ceres...Where your family wants to live.
 - Soccer, parks, shopping, restaurants, industry
- Ceres: The Goddess of Agriculture
 - The view on the 99
- Ceres: Honoring our Pasting, Creating our Future
 - A community that offers quality products and services
- Once of Yesterday, Now of Tomorrow
 - Find us on snapchat #Ceres

Additional Notes from the Small Group Report-Outs

- Ceres where your family wants to live
- Ceres honoring our past, celebrating our future!
- Central Valley city provides model for the state to follow
- View of downtown from 99: capitalize on this
- Once of yesterday, now of tomorrow
- Ceres is goddess of Ag. City of choices for job, recreation
- Recognized stakeholder in Valley and County
- Come to Ceres for Quality of Life
- Educational opportunities
- Ceres: A community of choice, where you want your family and business to be!
- Improve upon what we have today!
- Quality of Life!

Table 4 Magazine Covers

- New Power Shopping Center Opens in Ceres
- Ceres in expanding, elevating, and reaching new industrial heights
- Ceres in a crime free zone. Ceres has reduced taxes. Teach Engineering & Math in Ceres.
- Ceres Agriculture & Balanced Living in the Central Valley
- Ceres in a very nice city to live in with a mixture of nice restaurants and retail in an agriculture-based community.

Additional Notes from the Small Group Report-Outs

- Vibrant Downtown
- More restaurants
- Mixed-use zoning
- Expanding job opportunities, including professional jobs and jobs related to green industries or green energy
- Entertainment needs/downtown
- New power center

Table 5 Magazine Covers

- Ceres Receives Award for Downtown Revitalization Project
- Downtown Ceres – A Great Place to Visit
- From gang and drug-filled streets to safe neighborhoods: how a town came together and used its small, hometown feel to recreate a sense of community
- Will High Speed Rail Make it to Ceres?
- New theater opens in Ceres – Downtown has 2nd new Brewery – Mimic old Turlock
- Ceres has come far in these past few years. Their Mitchell Rd Interchange really changed the future of the City and put it in a whole new light of competitiveness among it surrounding cities making it another shopping staple to enjoy
- Ceres: A great place to raise a family
 - Safe, clean, and fun downtown, parks, and river

Additional Notes from the Small Group Report-Outs

- New theater opens in Ceres and Downtown has 2nd new Brewery
- Will High Speed Rail Make it to Ceres?
- Ceres Receives Award for Downtown Revitalization Project
- Downtown Ceres: A Great Place to Visit
- From Gang & Drug Filled Streets to Safe Neighborhoods: How a town came together and used its small, hometown feel to recreate a sense of community
- Ceres: A great place to raise a family
- To have safe, clean, and fun in Downtown and Parks
- Rename 4th Street to Main Street

Table 6 Magazine Cover

- One of the hidden city gems of California
 - Bike lanes
 - Small city that leads by example in walkability/bikability
- Small town feels like one large family
 - A great place to live and play
- Small Town Growing yet Community Oriented
- One of the hidden city gems of CA
 - City recognized by its morals, family oriented, walkability, live downtown, access
- Ceres population experiences highest wealth in the State
 - Live comfortably, people and city make good choices
- Ceres: A town proud of its residents, its residents proud of its city
 - Pride → take care of your city; no garbage, beautiful downtown, pride of ownership
- City ranks #1 in healthier lifestyles
 - Safer streets, more lights will lead to more physical activity, farmers utilized, healthier foods
- #1 city to raise family AND lowest crime in the nation
 - More trust w/ each other, safer streets
- Small city grows with big city retail stores
 - Already see some bigger names coming, bigger population will attract bigger stores→more money to City

Additional Notes from the Small Group Report-Outs

- Public safety
- Small city but growing with small city feel
- Sense of community
- Easier access to Healthy living
- More civic engagement
- Knowing your voice will be heard by City Gov.
- Being invited to decision-making events
- City wants people to be involved

- Looks like:
 - Mixed use
 - Family walking along sidewalk
 - People outside

Table 7 Magazine Covers

- Quisiera ver a la ciudad de Ceres como una comunidad saludable física y mentalmente y que sea una comunidad segura. Yo sugeriría:

[I would like to see the city of Ceres as a physically and mentally healthy community and make it a safe community. I would suggest:]

- Tener más acceso o actividades físicas para nuestros niños y jóvenes, innovando parques y poniendo más instalaciones para que se ejerciten y socializan.

[Having more access or physical activities for our children; innovate parks and implement more facilities for exercising and socializing]

- Que haya más actividades para la niñez y juventud para que al estar ocupados en actividades no estén solo sentados viendo tele y afectando su salud y que no tengan tiempo de ocio para unirse a pandillas de esta manera creas comunidad más segura.

[Let there be more activities for children and youth to be engaged in activities that aren't just sitting around watching TV and affecting their health, and have no free time to join gangs. This would create a safer community.]

- Quisiera ver una ciudad limpia con buena iluminación para que sea más saludable y disminuya el crimen.

[I would like to see a clean city with good lighting to make it healthier and reduce crime]

- Que se mejore el centro de Ceres para hacerlo más atractivo a la comunidad y atraer dinero a la ciudad.

[Make the center of Ceres better by making it more attractive to the community and attracting money to the city]

- Yo veo a la ciudad de Ceres muy verde que planten muchos árboles. Que todos sus residentes sean más saludables, pero para eso tienen que hacer vías para bicicletas parques seguros y más complejos deportivos para que los jóvenes puedan estar más saludable y veo una ciudad más moderna y me gustaría sobre todo una ciudad limpia, más seguro que no hubiera delincuencia y seguir apoyando a los estudiantes que no dejen la escuela que cada vez se gradúen más muchachos.

[I envision a very green City of Ceres to plant many trees. All residents are healthier, and have bicycle paths to safe parks and sports complexes for young people to be healthier and look like a more modern city. I would especially like a clean, safe city without crime and continue to support students who drop out of school less and more kids graduate.]

- Ceres: La ciudad, limpia, amistosa, segura saludable, preparada
[Ceres: The clean, friendly, healthy, safe, and prepared city]
 - Limpia porque sus habitantes se preocupan por mantener sus calles limpias y reciclan la basura.
[Clean because its inhabitants are concerned about keeping their streets clean and recycling waste]
 - Segura porque sus habitantes en coordinación con las autoridades mantienen la tranquilidad respetando las leyes y a las personas.
[Safe because its inhabitants coordinate with the City authorities to maintain tranquility and compliance with laws and people.]
 - Preparada porque sus habitantes se preocupan porque sus estudiantes se esfuerzan por aprender y aprovechar cada momento en la escuela pues la educación es la base del éxito y prosperidad de una comunidad.
[Prepared because its inhabitants are concerned that their students strive to learn and take advantage of every moment at school because education is the foundation for success and prosperity of a community.]
 - Saludable: porque las autoridades se preocupan por crear o fomentar programas y deportes apropiados para las diferentes necesidades, intereses y edades.
[Healthy because the authorities are concerned with creating and encouraging sports programs that are appropriate for different needs, interests, and ages]
 - Parques seguros *[Safe parks]*
 - Calles con arboles *[Streets with trees]*
 - Deportes variados locales y equipos competencias deportivas locales *[Variety of local sports and local team competitions]*
 - Vías seguras para que las personas anden en bicicleta *[Safe routes for people to ride bikes]*
- Block Parties Bringing Neighbors Together
 - Community organizing together to make our streets safer by organizing neighborhood watch; more lighting in the streets, and pumps around school zones
 - Our government helps make a plan to help drug addiction and homeless families
 - Changing our laws to better our future
 - Outreach program to low income, homeless, and drug addict families
 - New Fair Grounds! Attractions, concerts, and special events
- The Greenest and most innovative town
 - Ceres bullet train

- Population 200,000
- Stadium

Additional Notes from the Small Group Report-Outs

- Best in Health Activities
- Cleanest City in America
- Crime Free
- Safest City in America
- Known as having Best Parks
- Greenest City w/ Trees Everywhere
- Most Innovative City
- Most Activities for Children
 - Keeping them busy = no time for crime
- Huge Stadium
- Downtown Revival
- Safe Parks
- Most Financially Stable City
- More Community Block Parties to Bring Everyone Together

Table 8 Magazine Covers

- Ceres “La Ciudad Sonad” Sonaste alguna vez con:
[Ceres: “The Dream City” Have you ever dreamed of...]
 - ¿Caminar por el centro de una ciudad y no preocuparte de que te atropellara un carro?
[Walking through the middle of the city and not worrying that you will get hit by a car?]
 - ¿Sentarte a descansar y comerte y un delicioso plato de sopa de vegetales y un vaso con frutas de cien cortadas de los árboles de la ciudad?
[Sitting and relaxing, eating a delicious bowl of vegetable soup and a cup of fruits cut from the city’s trees?]
- The Little Big City that Can
 - Providing a safe living environment
 - Employment growth
 - Great place for educational guidance

- Ceres focuses on making improvements to increase community cohesion and make it an attractive place to live in. Things that the City is considering are:
 - Improving safety for walking/biking through infrastructure improvements;
 - Improving green spaces and the urban tree canopy;
 - Providing centers for youth and families that are accessible and offer safe opportunities for recreation, play and other community services;
 - Working with businesses to improve health and safety; and
 - Partnering with community groups and residents to support social connection and inclusion

Additional Notes from the Small Group Report-Outs

- Reduce use of agricultural chemicals
- Focuses on making improvements
- Increase cohesion
- Make it an attractive place to live
- Safe; active community
- Infrastructure improvements
- Little big city that can
 - Safe environment
 - Business opportunity
 - Educational guidance
- Focus on youth
 - Enrichment programs
- More activities; parks/safe
- Inviting people to walk peacefully through the city; enjoy locally grown fruits
- Improving green spaces, canopy
- Partnering with social groups
- Little big city that can
 - Safe
 - Active (youth, parks, biking/walkability, fruit)
 - Strong community
 - Opportunities (employment, education, agricultural resources)
 - Green spaces/trees
 - Well-designed neighborhoods
 - Improved environment
 - Fewer chemicals, better air quality

Appendix F:

Comments from Activity #2 - Exploring the Issues

TABLE I

<i>Table I</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Easy to access to Downtown and City Hall 	<ul style="list-style-type: none"> • School timing of start/stop times • Not fully developed streets • Not enough trails and paths • Connected trails and paths to other parks and other key points (freeway barrier)
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Ag options • Young at heart program – excellent • Community Center • Smoke on the River • Costa Fields • River Bluff Soccer 	<ul style="list-style-type: none"> • Restaurant options • Grocery store options • Safe Bike routes
Find employment or start a business	<ul style="list-style-type: none"> • G3 • CUSD Tech pathways • Lower fee • Business Friendly City 	<ul style="list-style-type: none"> • Lack of available land/buildings • Cost • Lack of large employers • Wage differences with the bay area
Feel a sense of community and safety	<ul style="list-style-type: none"> • Police Chief and Fire Chief • Core groups are well connected 	<ul style="list-style-type: none"> • Bedroom community • Better street lighting
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • Affordable • Large lots 	<ul style="list-style-type: none"> • Not enough, move up housing • Multi Family options “condos” • Balance of housing options • Senior Housing
Purchase goods and services	<ul style="list-style-type: none"> • Online – close to Amazon 	<ul style="list-style-type: none"> • Variety • Leakage – restaurants and women's clothing
Other	<ul style="list-style-type: none"> • Street Faire • Concerts • Christmas Tree lane • Mexican Food • Community Center • Golf Course 	<ul style="list-style-type: none"> • Family entertainment • Pan Handling • Homeless • Used car dealership

TABLE 2

<i>Table 2</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Good transit (by bus) • Good traffic flow • Easy hwy access 	<ul style="list-style-type: none"> • Lack of sidewalks • Dial a ride (poor service) • After 6 pm transit • Service Mitchell
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Good parks community recreation center • School nutrition • Fresh produce • Farmers markets • Private gyms 	<ul style="list-style-type: none"> • Excessive fast food • Easier places to sell local (permits) • Education to focus on Health
Find employment or start a business	<ul style="list-style-type: none"> • Project Yes • Stanislaus alliance • HTC 	<ul style="list-style-type: none"> • Lengthy and costly permit process (fees) • Lack of commercial space
Feel a sense of community and safety	<ul style="list-style-type: none"> • School events • Street Fair • Chamber concerts in Park • Service clubs • Youth sports 	<ul style="list-style-type: none"> • Apathy • Lighting • Fire and police • Water
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • Existing Availability of Housing in Ceres • Neighborhood schools and parks 	<ul style="list-style-type: none"> • Affordability (lower wages) • Infrastructure to serve more houses to buy than rent • Poor quality of older housing neighborhoods
Purchase goods and services	<ul style="list-style-type: none"> • Low cost for goods • Health services 	<ul style="list-style-type: none"> • Lack of variety – clothing and household goods • Restaurants – sit down, steak house • Boutique stores (local) • Downtown
Other	<ul style="list-style-type: none"> • Close knit • Young people involved 	<ul style="list-style-type: none"> • Parks, security, skate park • Noise • Liter • Strays – dogs, cats.

TABLE 3

<i>Table 3</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Good overall circulation • Short distances to goods and services 	<ul style="list-style-type: none"> • Industrial traffic Mitchell and Hatch
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Good recreation, parks, trails, bike paths, walking • River bluff Regional Park 	<ul style="list-style-type: none"> • Lack of medical offices or doctors • Bring in farm to table type uses • Farmers market
Find employment or start a business	<ul style="list-style-type: none"> • Streamline permits and services from the City • Foster positive relationship between City and new businesses 	<ul style="list-style-type: none"> • No adequate sites, need more jobs and industry.
Feel a sense of community and safety	<ul style="list-style-type: none"> • Street fair – people can count on attending • Opportunities to shop, eat and play in Ceres • Excellent Public Safety responses – PD and Fire 	<ul style="list-style-type: none"> • 99 is a natural barriers that divides the community • Drug use and gang activity
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • Can be affordable • Homes near schools 	<ul style="list-style-type: none"> • Lack of inventory • Lack of pride of ownership in some areas of town • Lack of diversity in housing types
Purchase goods and services	<ul style="list-style-type: none"> • Inexpensive Markets 	<ul style="list-style-type: none"> • Don't have specialty items • Lack of quality shopping experience • Be unique in the goods and services you sell
Other	<ul style="list-style-type: none"> • Lots of Mexican restaurants 	<ul style="list-style-type: none"> • Don't have enough dinner establishments • Traffic circulation in community • Beautify downtown, make it a destination • Marketing and development to pull travels off 99 into Ceres

TABLE 4

<i>Table 4</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Bike lanes 	<ul style="list-style-type: none"> • Semi truck traffic • Safety/Pedestrian • Busy Arterials • Empty lots
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Lack of healthy food choices 	<ul style="list-style-type: none"> • Holistic environment • Mixed use/whole foods lifestyle • Hospital • More health clinics • Ice rink
Find employment or start a business		<ul style="list-style-type: none"> • Hard to find math and science skills • Vocational training • Need healthy workforce • Incentives to bring business here
Feel a sense of community and safety		<ul style="list-style-type: none"> • Afraid to walk at night • Lighted streets (need destination/fun/entertainment)
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • West landing specific plan 	<ul style="list-style-type: none"> • Need new development • Mixed development • Proximity to commercial/entertainment
Purchase goods and services		<ul style="list-style-type: none"> • Shop and walk • Local options?
Other		<ul style="list-style-type: none"> • Faith Home Road to cross Tuolumne River • Needs our "Monte Vista crossing shopping center"

TABLE 5

<i>Table 5</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Schools are close to residential areas • Buses for country kids 	<ul style="list-style-type: none"> • Poor Planning increase of traffic • Freeway connectivity
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Agriculture (farms) Fresh produce • Many bike paths • Baseball and soccer fields 	<ul style="list-style-type: none"> • Bike paths go nowhere! • Not enough healthy restaurants
Find employment or start a business	<ul style="list-style-type: none"> • Attitude/Morale in City Staff is better to start a business 	<ul style="list-style-type: none"> • Lack of trained workforce
Feel a sense of community and safety	<ul style="list-style-type: none"> • Good department City parks and recreation to create programs • Our heritage – our sense of community 	<ul style="list-style-type: none"> • Not enough cohesiveness • Does not inform the community enough about activities • Not involving Latino population in community events and discussions
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • Reasonable cost • Lack of starter homes 	<ul style="list-style-type: none"> • Lack of mix of housing development • Aesthetically pleasing vs. blight
Purchase goods and services	<ul style="list-style-type: none"> • General food items • Shop local, not the internet 	<ul style="list-style-type: none"> • Not many specialty, type businesses
Other	<ul style="list-style-type: none"> • Having a large Hispanic population • Applaud Ceres partnership the Center for human services 	<ul style="list-style-type: none"> • Not engaging this population.

TABLE 6

<i>Table 6</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Well-maintained streets 	<ul style="list-style-type: none"> • Travel through Ceres during school open/close on Main Streets • Truck traffic on roads heading out of town • Freight off the Highway • Traffic at Central and Service • Little public transit. Limited routes
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • We have many parks • Use the soccer fields • Youth activities • More accessible and lower cost activities at Community Center • Well-used inviting parks • Good walking paths around the parks 	<ul style="list-style-type: none"> • Too many liquor stores and fast food particularly on Hatch Road • Limited access to healthy food • Low participation at Community Center activities • Knowing about activities • Lack of bike and walking paths connecting throughout the city
Find employment or start a business	<ul style="list-style-type: none"> • Good schools – vocational prepare well for college • City works with people to start businesses willing to help • Billboard on Hwy 99 	<ul style="list-style-type: none"> • Not a lot of long term employment • Lack of prof – level jobs (just gov and some healthcare) • Zoning currently • Is there a career center? • Lack of professional disciplines with jobs • Lack of entry level jobs
Feel a sense of community and safety	<ul style="list-style-type: none"> • It's small • Youth activities in Central locations • Good fire department • Diverse supply of community events • Xmas tree light and lane 	<ul style="list-style-type: none"> • Need to make downtown more inviting • Footprint is larger than it need to be (sprawl) • More public engagement • Disconnect between events culturally. For example, only 1 Latino “concert in the park” • Represent population with events.
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • Good investments in Ceres recently • If City enforced building code (including mowing 	<ul style="list-style-type: none"> • Cars parked on lawn • A lot of multi-family dwellings in single units • Lack of bigger buildings

<i>Table 6</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
	lawns) <ul style="list-style-type: none"> • Neighborhoods built around schools and parks 	<ul style="list-style-type: none"> • Lack of upkeep downtown
Purchase goods and services		<ul style="list-style-type: none"> • Need more clothing retail • Need healthier grocery stores (like Raley's) • Lack of shopping centers • Lack of farmers markets • Too much fast food • People don't support local stores
Other		<ul style="list-style-type: none"> • Gov predecessors put housing on main arteries • Didn't stick to vision or didn't have a vision

TABLE 7

<i>Table 7</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • Buses – Vans • Some are walking distance 	<ul style="list-style-type: none"> • Street infrastructure • No close jobs • Businesses/Shopping is TOO FAR • Traffic congestion • Lighting
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Farmers Market • CPHC offers nutritional classes – city need to get more people involved • Bike/Pedestrian paths • New parks 	<ul style="list-style-type: none"> • Preservatives too much • Fresh food served at schools or other places • Not allow so many fast food • Winter parks
Find employment or start a business	<ul style="list-style-type: none"> • CPHC helps with jobs 	<ul style="list-style-type: none"> • More places like CPHC that can offer services • Change Laws to assist small business owners
Feel a sense of community and safety	<ul style="list-style-type: none"> • City personnel is good • Generally City feels safe 	<ul style="list-style-type: none"> • Police are unapproachable • Drugs are all around • Lack of lighting • Need a place where teenagers can socialize in a safe environment—this would help teenagers stay safe and become more involved in the community
Find housing that suits my needs/my family's needs		
Purchase goods and services	<ul style="list-style-type: none"> • Food stores are sufficient 	<ul style="list-style-type: none"> • Not enough shopping stores around • Allow/have more flexibility for farmers markets • Limit liquor stores, especially around schools
Other	<ul style="list-style-type: none"> • Street fair is great. They should do more 	<ul style="list-style-type: none"> • More sports complexes • More cheaper activities that are affordable • Free/low cost classes (educational) • More National Night outing, where community and cops, fire dept can interact • Need more places where teenagers can hangout in a healthy way.

TABLE 8

<i>Table 8</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
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<i>Table 8</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
Get to and from work/school	<ul style="list-style-type: none"> • We have neighborhood schools • Workplaces in the city are close to residences • School buses • Freeway access • Things are nearby • Freeway access and buses 	<ul style="list-style-type: none"> • Need more expressways/regional connections. Esp east-west. More than one N-S freeway • Businesses nearby • Sidewalks and crosswalks missing • Traffic makes it hard to walk • Trucks near Central Valley • Pine/S. Central no lights • Congestion on freeways/streets • Safety of crossing streets (students don't always use crosswalks)
Maintain good health, through healthy foods, healthcare, and physical exercise	<ul style="list-style-type: none"> • Soccer stadium • Bike trails • Access to farm stands • Things are within walking distance • Access to pharmacies 	<ul style="list-style-type: none"> • Limited access to bike trails • Lack of amenities in parts • No hospital • No access to farmstands/markets, healthy foods in neighborhoods • Availability of unhealthy foods • Not a complete bike network • Liquor stores/fast food/convenience stores • School meals aren't good • Lid structure activities program • Need place for special needs to be active.
Find employment or start a business	<ul style="list-style-type: none"> • Programs that support employment search (alliance network) (project yes) • Have small family-owned businesses that hire youth • Department is user friendly and small once you know what your doing 	<ul style="list-style-type: none"> • (ex. Walmart) low wages in the area • Hard to start small businesses (permit, process, taxes, fees) • Leases on buildings are expensive • Businesses may prefer Modesto or other cities • Doesn't allow mobile vending • Buildings too old, poor maintenance
Feel a sense of community and safety	<ul style="list-style-type: none"> • Festivals and street fairs • Neighborhood watch • Family resource centers (cars partnership) • Community Center • Strong police Department dedicated funding 	<ul style="list-style-type: none"> • Need more neighborhood watch • Community Center accessibility (class fees, etc.) • Traffic • Need more lighting • Need more police around schools and in neighborhoods • Animal Control (loose dogs in

<i>Table 8</i>	<i>Things about Ceres that make it easy</i>	<i>Things about Ceres that add challenge</i>
		neighborhood)
Find housing that suits my needs/my family's needs	<ul style="list-style-type: none"> • Near schools • Lots of SF dwellings 	<ul style="list-style-type: none"> • Need affordable housing • Need more housing • Apartments are too old • Apartments in good condition are expensive
Purchase goods and services	<ul style="list-style-type: none"> • Grocery stores close by • Business nearby on the way to school • Easy to pay bills nearby 	<ul style="list-style-type: none"> • For clothing, etc – go outside • “Nobody shops in Ceres” • Not many professional services • Not enough rehab/medical psychiatric facilities/dentists/family doctors (inaccessible) • More entertainment (theater, family fishery)
Other		<ul style="list-style-type: none"> • Need better plumbing sewer system • Need more trees, better care for trees

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Appendix G:

Written Comments on Feedback Forms

COMMENT #1

Hi my name is Rosa Hernandez. I am a resident of Ceres, CA. I am speaking on behalf of Elvira Hill who could not be here today and who has expressed like many of the other Ceres residents about street safety, lack of safe routes around schools and community. This issue negatively impacts the community. Preventing kids to practice safety when walking to school and community to engage in physical activity. Kids are in danger when they walk to school. Elvira has witnessed kids coming close to being hit while walking to school. The intersection of Central and Pine has multiple access for vehicles to get onto the street making extremely dangerous for pedestrians and vehicles themselves lack of street lights at night make it very dangerous. We don't want to wait for a tragedy to happen to make change. As a resident of Ceres, Elvira suggests adding crosswalks to school areas like Central and Pine, putting stop signs at Pine and Central and speed bumps at Beaver, Hidal and Central Valley high schools and other schools that need it. The solution Elvira is suggesting will positively impact the community of Ceres and our children. It will force drivers to slow while driving around schools and force them to yield to pedestrians. It will give more of mind to parents and community members.

COMMENT #2

There is a lack of facilities for sports activities and for families, especially after school at low cost of free especially during the winter months or when the quality of air is not good to exercise out in the open. For example gym, pools. Especially because of the fact that there at of children with asthma.

There is little physical activity – obesity, high blood pressure, diabetes, stress, depression, anxiety, negative thoughts very little interaction with other youth having fun safely.

Unfortunately, not all children have the opportunity to join sports teams because of a lack of funds or because parents cannot transport when they play in another city because they are not allowed to play schools because of lack of practice and parents have to pay for gyms.

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